

YouGov / Fabian Society Survey Results Housing

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	34	100	0	0	0	82	3	11	62	38	7	35	33	27	33	32	39	39	27
Lab	37	0	100	0	0	3	86	31	1	16	82	37	37	45	42	36	32	30	48
Lib Dem	10	0	0	100	0	1	1	40	10	20	5	9	10	13	12	10	7	12	7
Other	19	0	0	0	100	14	11	18	28	25	7	19	19	15	13	21	22	19	19

Other Parties Voting Intention

SNP / PCY	3	0	0	0	0	0	3	3	3	7	1	3	3	4	2	3	3	3	3
Green	3	0	0	0	0	0	1	6	2	6	2	3	3	6	4	2	1	3	2
UKIP	11	0	0	0	100	13	7	8	20	12	3	11	12	2	6	14	17	11	12
BNP	1	0	0	0	0	0	1	1	1	1	1	1	1	2	1	1	0	1	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	1	0	1	2	0	0	1	1	1	0	1	1	1	1

Non Voters

Would Not Vote	7	0	0	0	0	3	2	4	7	8	2	5	9	15	12	6	2	6	9
Don't know	15	0	0	0	0	11	12	19	9	23	8	10	20	12	16	15	15	14	16

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Would consider voting Labour

No (0 to 3)	38	70	1	40	68	72	5	30	100	0	0	38	39	17	28	43	49	43	33
Maybe (4 to 6)	24	22	9	41	20	21	15	34	0	100	0	25	22	41	29	19	18	23	24
Yes (7 to 10)	38	8	91	19	11	7	80	37	0	0	100	37	39	41	43	38	33	34	43

Would Consider voting Conservative

No (0 to 3)	47	1	83	55	40	6	79	63	25	34	78	45	50	45	48	51	43	42	55
Maybe (4 to 6)	16	6	13	27	24	12	16	21	12	32	11	16	16	27	17	15	13	16	16
Yes (7 to 10)	36	93	3	18	36	81	5	17	63	34	11	39	34	28	35	34	43	42	29

Would Consider voting Lib Dem

No (0 to 3)	58	61	64	2	84	66	71	28	69	40	57	60	55	43	49	60	67	54	63
Maybe (4 to 6)	24	26	26	13	10	23	21	27	16	39	23	23	25	30	27	24	20	26	22
Yes (7 to 10)	18	13	11	85	6	11	8	44	14	21	20	17	20	27	24	16	13	20	15

Which of the following statements do you most agree with?

Government has a duty to ensure everybody has access to housing	53	35	74	59	40	35	65	63	39	51	72	57	50	57	54	57	46	51	57
It is the responsibility of individuals to provide housing for themselves and/or their families – government should not be involved in housing	19	36	8	10	32	34	10	11	30	18	9	19	19	11	19	18	25	22	16
Neither	21	25	15	22	24	26	20	21	26	23	15	19	23	23	19	19	25	23	19
Don't know	7	5	3	8	4	5	4	5	5	8	4	5	8	9	9	7	3	5	9

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Weighted Sample	2149	275	698	460	529	187	1333	345	280	190	1303	148	175
Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	34	32	44	36	26	20	39	26	17	36	35	35	47
Lab	37	38	25	40	51	34	31	50	55	36	37	35	21
Lib Dem	10	12	12	9	8	8	10	11	8	10	9	12	10
Other	19	18	19	15	15	38	20	14	21	18	19	19	22

Other Parties Voting Intention

SNP / PCY	3	2	0	1	0	26	2	1	7	4	2	2	6
Green	3	4	3	1	3	2	2	5	1	5	3	2	1
UKIP	11	10	14	11	11	7	14	7	8	7	12	13	14
BNP	1	0	1	1	1	0	0	1	3	0	1	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	1	1	3	1	0	1	2	1	2	0

Non Voters

Would Not Vote	7	7	9	5	9	3	5	12	9	10	7	8	4
Don't know	15	17	15	13	14	16	16	17	9	15	15	6	14

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Would consider voting Labour

No (0 to 3)	38	36	50	37	26	40	45	27	22	32	37	48	56
Maybe (4 to 6)	24	21	23	27	22	24	21	25	25	36	23	19	21
Yes (7 to 10)	38	43	27	36	52	36	33	48	53	32	41	33	24

Would Consider voting Conservative

No (0 to 3)	47	46	37	47	55	64	41	51	71	47	48	46	39
Maybe (4 to 6)	16	15	19	15	16	12	17	20	9	17	16	14	11
Yes (7 to 10)	36	38	44	37	29	24	42	29	20	35	36	40	51

Would Consider voting Lib Dem

No (0 to 3)	58	53	54	62	59	63	57	56	64	54	59	58	66
Maybe (4 to 6)	24	26	24	24	25	21	25	20	21	34	24	23	18
Yes (7 to 10)	18	21	22	14	17	16	18	25	14	13	17	19	16

Which of the following statements do you most agree with?

Government has a duty to ensure everybody has access to housing	53	52	49	51	59	64	46	68	78	44	53	54	47
It is the responsibility of individuals to provide housing for themselves and/or their families – government should not be involved in housing	19	22	20	22	16	11	24	11	9	13	20	19	25
Neither	21	19	25	20	18	19	24	14	8	29	20	25	24
Don't know	7	7	6	6	7	6	6	7	5	14	8	3	3

Sample Size: 2149 GB Adults
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	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following are the most important factors when you decide what type of home to live in? (Please select up to three.)

Cost	61	58	63	65	57	61	59	64	60	60	64	59	64	70	69	62	51	63	60
Access to outdoor facilities (e.g. garden, balcony etc.)	38	39	36	40	53	42	35	44	44	37	37	31	45	25	29	41	50	38	39
Size	34	33	35	37	32	34	34	37	33	35	35	34	33	34	40	34	28	36	31
Living in a nice building	30	36	28	35	29	34	26	31	31	32	29	33	28	35	27	28	34	33	27
The opportunity to own a house	22	23	22	24	22	21	22	22	23	21	22	24	20	16	24	20	24	22	21
Stability	20	19	24	21	18	18	20	23	19	21	21	19	22	20	22	20	20	20	21
Parking	19	21	17	18	28	24	17	21	21	19	17	19	19	8	18	21	21	21	16
The opportunity to leave something for my children	11	12	11	3	17	12	14	6	12	9	11	10	12	3	10	10	17	10	12
Something else	8	8	7	7	4	8	8	9	9	7	8	8	8	13	6	9	7	9	7
Don't know	4	4	3	2	1	2	3	2	3	3	3	4	3	9	5	3	1	3	5

Which, if any, of the following are the most important factors when you decide where you live? (Please select up to four.)

Living in a nice area	50	57	44	41	54	58	45	50	53	51	46	48	51	38	50	50	54	53	45
Affordability	44	38	47	42	37	39	45	46	40	41	49	43	45	52	45	44	39	44	44
Local amenities (e.g. shops, pubs, restaurants etc.)	32	29	29	36	35	33	28	35	33	35	30	29	35	37	33	28	33	33	31
Having good neighbours	30	31	31	27	43	34	32	32	32	27	31	29	31	15	21	31	44	28	33
Being near good transport links	29	26	30	40	29	26	31	36	28	29	32	27	31	31	25	25	37	32	26
Access to green spaces (e.g. areas of natural beauty, e.g. rivers, woodland)	26	31	20	32	33	30	20	33	32	27	21	25	26	13	20	28	33	29	21
Being near good public services like schools and hospitals	20	18	20	18	22	19	20	20	19	21	21	17	23	13	22	20	22	21	19
Being near jobs or employment opportunities	18	17	20	24	17	15	17	22	16	20	19	18	18	27	23	19	7	19	15
Living in a nice building	16	20	16	16	19	20	13	15	18	14	15	18	14	22	15	14	17	17	15
Low levels of traffic	14	17	12	14	21	18	11	14	17	18	11	17	12	12	8	17	17	14	15
Because it's where I've always lived and/or being near my family	12	12	15	4	10	12	16	10	11	8	15	9	15	10	14	13	10	10	14
Clean street	11	12	11	4	11	13	11	5	11	10	10	12	10	4	14	13	8	10	12
Stability	10	10	9	12	10	11	8	12	12	10	9	11	10	7	9	12	11	9	12
Living somewhere that I have a connection to	9	9	13	9	8	8	11	10	8	6	13	8	11	2	8	11	11	9	10
Access to outdoor facilities (e.g. parks, playgrounds, football pitches)	7	6	8	5	6	6	8	5	7	8	7	8	6	4	13	5	5	7	7
Being near people like me	7	7	7	10	9	7	8	7	7	8	5	7	7	7	5	6	9	7	6
Being somewhere with a real diversity of people	3	2	3	8	0	2	2	4	1	4	3	4	2	7	3	2	1	3	2
Don't know	3	4	2	0	2	2	2	1	3	2	2	5	2	8	4	3	1	2	5
Something else	3	3	2	2	2	3	3	2	3	2	2	3	2	3	2	3	3	2	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following are the most important factors when you decide what type of home to live in? (Please select up to three.)

Cost	61	64	65	55	61	62	59	81	50	57	61	59	58
Access to outdoor facilities (e.g. garden, balcony etc.)	38	39	42	36	38	34	43	33	34	27	36	47	47
Size	34	37	33	30	34	41	33	32	37	36	33	39	27
Living in a nice building	30	34	28	33	29	30	30	33	29	26	31	35	32
The opportunity to own a house	22	21	22	22	22	17	25	16	13	24	21	20	20
Stability	20	22	19	22	19	22	17	23	29	27	21	19	17
Parking	19	11	25	19	16	16	22	16	11	13	19	30	17
The opportunity to leave something for my children	11	13	9	13	13	9	15	5	8	2	9	12	10
Something else	8	6	7	8	9	14	8	9	7	8	7	11	13
Don't know	4	4	4	4	2	3	2	3	5	16	5	2	1

Which, if any, of the following are the most important factors when you decide where you live? (Please select up to four.)

Living in a nice area	50	42	48	50	55	52	54	45	43	38	50	55	59
Affordability	44	45	39	44	51	43	40	64	38	42	44	43	36
Local amenities (e.g. shops, pubs, restaurants etc.)	32	36	34	30	31	29	32	35	33	29	33	36	18
Having good neighbours	30	21	29	31	36	29	33	23	35	15	31	33	40
Being near good transport links	29	52	25	25	27	31	29	35	25	27	30	33	22
Access to green spaces (e.g. areas of natural beauty, e.g. rivers, woodland)	26	17	29	29	20	31	29	21	18	20	20	46	48
Being near good public services like schools and hospitals	20	19	21	21	21	15	21	16	26	11	20	26	18
Being near jobs or employment opportunities	18	16	20	18	16	14	16	27	14	16	19	13	12
Living in a nice building	16	17	17	17	15	12	17	18	11	14	16	12	22
Low levels of traffic	14	10	14	18	12	16	17	12	5	13	13	16	30
Because it's where I've always lived and/or being near my family	12	10	14	12	12	9	12	11	14	12	11	12	7
Clean street	11	10	10	9	12	15	11	10	10	10	11	8	8
Stability	10	8	11	9	11	15	9	10	16	12	10	8	13
Living somewhere that I have a connection to	9	7	9	10	10	8	10	10	10	3	10	11	5
Access to outdoor facilities (e.g. parks, playgrounds, football pitches)	7	9	6	5	8	9	7	7	7	8	6	6	3
Being near people like me	7	6	8	6	6	7	8	3	8	5	6	11	8
Being somewhere with a real diversity of people	3	10	1	2	2	2	2	4	5	4	3	2	1
Don't know	3	3	5	4	1	5	2	3	4	15	4	1	2
Something else	3	2	4	2	2	2	2	3	1	5	2	1	6

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Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely or unlikely do you think it is that you will still be living in your current property in...?

1 year from now

Very likely	69	69	73	64	79	71	71	68	72	63	71	68	69	35	60	76	81	67	71
Fairly likely	13	12	14	15	9	14	14	14	11	19	12	14	13	32	15	11	7	15	12
TOTAL LIKELY	82	81	87	79	88	85	85	82	83	82	83	82	82	67	75	87	88	82	83
Fairly unlikely	6	8	4	13	5	5	4	7	6	7	5	6	6	12	9	3	4	7	4
Very unlikely	8	6	7	6	5	6	7	8	7	8	7	7	8	15	9	5	5	8	7
TOTAL UNLIKELY	14	14	11	19	10	11	11	15	13	15	12	13	14	27	18	8	9	15	11
Don't know	5	5	4	3	3	4	4	3	4	3	3	5	5	6	6	5	2	3	6

5 years from now

Very likely	40	43	44	30	49	44	44	36	45	34	41	38	41	10	24	49	55	36	44
Fairly likely	24	23	24	27	21	23	23	26	24	26	23	25	24	25	25	25	22	25	23
TOTAL LIKELY	64	66	68	57	70	67	67	62	69	60	64	63	65	35	49	74	77	61	67
Fairly unlikely	12	14	11	21	12	14	11	15	10	16	13	12	12	22	18	10	5	15	8
Very unlikely	17	15	14	21	13	14	14	18	16	15	16	16	17	32	24	10	12	18	15
TOTAL UNLIKELY	29	29	25	42	25	28	25	33	26	31	29	28	29	54	42	20	17	33	23
Don't know	7	5	8	1	6	5	8	5	5	9	7	9	6	11	9	6	6	5	10

10 years from now

Very likely	25	26	28	19	32	26	29	21	28	19	26	24	25	4	12	30	38	21	29
Fairly likely	19	21	19	16	18	20	21	19	20	21	18	20	19	10	16	25	20	21	18
TOTAL LIKELY	44	47	47	35	50	46	50	40	48	40	44	44	44	14	28	55	58	42	47
Fairly unlikely	13	11	13	21	13	12	13	16	11	18	12	14	13	14	18	12	10	14	13
Very unlikely	29	29	26	38	26	28	23	32	27	28	30	28	29	58	39	19	18	32	24
TOTAL UNLIKELY	42	40	39	59	39	40	36	48	38	46	42	42	42	72	57	31	28	46	37
Don't know	14	13	15	7	12	14	14	11	13	14	13	14	14	14	15	13	14	12	16

Which two or three of the below words or phrases do you most strongly associate with social housing (e.g. homes rented from local authorities or housing associations)? (Please select up to three.)

Benefits	49	62	38	45	52	58	40	44	57	46	43	44	54	44	56	50	44	51	46
Affordability	40	34	46	44	39	36	46	51	37	42	46	38	43	26	33	42	51	43	38
Reducing homelessness	32	23	39	40	27	23	37	43	28	31	39	31	33	23	22	33	45	32	32
Immigration	24	31	16	11	43	32	21	13	31	22	17	23	26	21	23	22	29	23	26
Low quality	23	22	23	30	22	23	20	26	22	25	23	24	23	35	30	23	15	24	23
Worklessness	21	28	17	13	26	29	14	18	26	20	17	20	22	21	23	18	22	24	17
Crime	16	21	13	9	26	20	14	12	18	18	13	20	12	17	18	14	16	17	15
Community	14	8	22	12	13	9	19	15	10	12	20	15	12	16	9	14	17	13	14
Stability	11	8	17	14	8	8	15	14	9	10	15	10	13	10	7	13	15	11	12
Unstable	6	6	7	7	6	7	6	5	7	6	6	7	6	7	9	6	4	5	8
Unaffordable	3	3	4	8	1	2	3	4	2	5	3	4	3	3	4	4	2	3	4
High quality	2	1	4	1	1	1	4	3	1	1	4	2	2	1	2	2	2	2	2
Something else	3	4	2	2	2	4	3	3	4	2	3	2	4	1	3	4	3	3	3
Don't know	6	5	6	8	3	4	6	5	5	5	5	7	6	9	8	6	3	5	9

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Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

How likely or unlikely do you think it is that you will still be living in your current property in...?

1 year from now

Very likely	69	56	70	71	70	68	79	44	68	40	68	76	75
Fairly likely	13	18	14	14	11	12	10	21	17	20	13	11	12
TOTAL LIKELY	82	74	84	85	81	80	89	65	85	60	81	87	87
Fairly unlikely	6	8	4	4	10	6	4	9	6	14	6	5	5
Very unlikely	8	11	8	5	6	11	4	20	5	10	7	3	7
TOTAL UNLIKELY	14	19	12	9	16	17	8	29	11	24	13	8	12
Don't know	5	7	4	5	3	4	3	6	5	16	5	6	2

5 years from now

Very likely	40	30	39	44	45	34	49	12	44	15	41	47	49
Fairly likely	24	23	26	24	23	26	27	20	22	20	23	21	24
TOTAL LIKELY	64	53	65	68	68	60	76	32	66	35	64	68	73
Fairly unlikely	12	17	11	10	12	14	9	17	13	23	13	12	7
Very unlikely	17	20	17	13	16	20	10	40	13	23	16	10	16
TOTAL UNLIKELY	29	37	28	23	28	34	19	57	26	46	29	22	23
Don't know	7	10	8	9	5	6	5	11	8	19	7	10	5

10 years from now

Very likely	25	18	24	27	26	27	31	4	27	11	26	27	31
Fairly likely	19	16	21	20	18	20	24	8	19	8	20	20	23
TOTAL LIKELY	44	34	45	47	44	47	55	12	46	19	46	47	54
Fairly unlikely	13	12	14	14	14	10	14	14	12	14	13	11	9
Very unlikely	29	38	29	22	28	34	19	57	26	47	28	21	25
TOTAL UNLIKELY	42	50	43	36	42	44	33	71	38	61	41	32	34
Don't know	14	16	12	18	13	9	12	18	16	20	14	20	12

Which two or three of the below words or phrases do you most strongly associate with social housing (e.g. homes rented from local authorities or housing associations)? (Please select up to three.)

Benefits	49	43	54	50	48	39	53	50	29	47	49	55	49
Affordability	40	40	38	39	43	47	39	39	57	26	41	48	44
Reducing homelessness	32	27	33	28	34	40	33	27	38	22	31	40	36
Immigration	24	29	24	26	23	16	28	19	17	19	25	25	20
Low quality	23	26	25	23	21	25	20	34	24	26	24	25	16
Worklessness	21	20	22	23	20	17	23	22	6	24	21	18	25
Crime	16	17	16	18	14	13	16	17	9	22	16	15	15
Community	14	14	12	11	17	19	13	14	18	9	13	8	17
Stability	11	10	11	12	10	18	9	14	22	9	13	15	4
Unstable	6	5	7	6	6	3	6	7	7	8	6	6	4
Unaffordable	3	3	4	3	3	3	3	2	5	3	3	2	5
High quality	2	3	1	3	2	2	1	2	5	1	2	2	2
Something else	3	5	2	3	3	2	3	4	3	2	3	4	4
Don't know	6	6	7	6	6	5	5	7	6	13	6	4	5

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How happy or unhappy would you be for you and/or your family to live in social housing?

[Excluding respondents who rent their house from their local authority or from a housing association; n=1910]

Very happy	7	7	9	5	7	7	8	7	7	5	10	8	7	8	6	8	7	5	11
Fairly happy	21	12	30	21	23	14	30	21	17	20	27	22	19	13	19	23	22	19	23
TOTAL HAPPY	28	19	39	26	30	21	38	28	24	25	37	30	26	21	25	31	29	24	34
Fairly unhappy	26	28	22	30	19	26	24	31	25	29	24	23	29	28	28	26	23	28	23
Very unhappy	34	45	25	32	45	44	24	30	43	31	27	35	34	37	32	30	39	38	28
TOTAL UNHAPPY	60	73	47	62	64	70	48	61	68	60	51	58	63	65	60	56	62	66	51
Don't know	12	8	14	13	6	10	13	11	9	15	12	12	12	13	15	13	8	9	16

Suppose that you and your family needed to rent a social housing property...

Which, if any, of the following would make you more favourable to this? (Please select up to three.)?

[Excluding respondents who rent their house from their local authority or from a housing association; n=1910]

Social housing having strict eligibility rules so that people convicted of anti-social behaviour in the past could not live there	41	41	39	34	53	44	41	43	44	41	40	37	46	32	36	42	49	41	42
Social housing being of a very good quality	34	25	38	39	36	28	35	44	30	33	39	33	35	39	31	33	34	37	29
Social housing being prioritised for local people	26	28	24	16	41	29	28	24	30	22	25	24	28	9	17	28	38	26	26
Being guaranteed low rent and the right to live in the same house for life	23	15	31	24	18	15	29	22	19	23	28	22	23	24	25	22	21	20	27
Social housing looking no different to private housing	21	19	23	23	23	18	21	25	19	24	22	20	22	19	22	23	18	22	19
Social housing being part of a new development with good transport links and local jobs	18	14	25	22	9	15	21	22	13	18	25	16	20	18	20	18	17	19	17
Nothing, I can never imagine me or my family living in social housing	17	24	12	19	20	23	14	15	19	17	15	17	17	14	15	17	20	19	14
Having the opportunity to buy the house	17	21	13	24	12	19	15	18	13	15	14	20	15	16	21	17	15	18	16
Having the opportunity to buy the house in stages (as opposed to taking out a whole mortgage)	14	14	16	18	9	14	14	14	2	2	2	15	13	15	16	13	12	14	14
Something else	2	1	2	4	2	2	2	2	22	14	15	1	3	1	3	2	2	2	1
Don't know	7	7	7	2	3	6	7	4	6	9	4	9	5	16	8	6	3	4	12

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Region					Housing				Urban/ Rural			
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Owners	Private Renters	Social Renters	Other	Urban	Town and Fringe	Rural
Weighted Sample	2149	275	698	460	529	187	1333	345	280	190	1303	148	175
Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

How happy or unhappy would you be for you and/or your family to live in social housing?

[Excluding respondents who rent their house from their local authority or from a housing association; n=1910]

Very happy	7	9	7	5	8	6	7	12	0	5	8	8	6
Fairly happy	21	20	19	21	21	27	20	24	0	18	21	19	18
TOTAL HAPPY	28	29	26	26	29	33	27	36	0	23	29	27	24
Fairly unhappy	26	22	27	23	28	27	26	30	0	18	26	30	23
Very unhappy	34	36	36	36	32	28	37	21	0	36	33	32	45
TOTAL UNHAPPY	60	58	63	59	60	55	63	51	0	54	59	62	68
Don't know	12	13	11	15	11	12	10	13	0	22	12	12	9

Suppose that you and your family needed to rent a social housing property...

Which, if any, of the following would make you more favourable to this? (Please select up to three.)?

[Excluding respondents who rent their house from their local authority or from a housing association; n=1910]

Social housing having strict eligibility rules so that people convicted of anti-social behaviour in the past could not live there	41	34	42	43	42	43	43	39	0	37	42	46	38
Social housing being of a very good quality	34	36	32	32	34	39	31	39	0	38	34	44	26
Social housing being prioritised for local people	26	20	26	27	27	27	29	20	0	14	25	31	31
Being guaranteed low rent and the right to live in the same house for life	23	25	24	21	22	19	19	34	0	26	23	20	14
Social housing looking no different to private housing	21	22	22	17	23	17	21	24	0	18	21	22	20
Social housing being part of a new development with good transport links and local jobs	18	18	19	15	18	23	18	18	0	23	19	22	14
Nothing, I can never imagine me or my family living in social housing	17	17	17	20	15	18	19	12	0	12	16	19	25
Having the opportunity to buy the house	17	15	20	18	15	16	17	20	0	12	18	12	21
Having the opportunity to buy the house in stages (as opposed to taking out a whole mortgage)	14	17	14	14	14	11	12	21	0	15	13	15	12
Something else	2	2	2	1	2	1	2	2	0	2	2	1	5
Don't know	7	9	8	5	7	7	6	7	0	15	7	3	3

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**You mentioned that you currently live in social housing...
Which, if any, of the following would most improve your housing situation?
(Please select up to three.)**

[Only asked to respondents who rent their house from their local authority or from a housing association; n=239]

Being guaranteed low rent and the right to live in the same house for life	46	32	51	26	59	30	47	47	47	36	51	43	49	44	43	48	48	43	48
Social housing being prioritised for local people	27	24	22	15	52	24	29	33	38	19	26	28	25	12	27	25	37	23	29
Social housing looking no different to private housing	27	16	35	20	15	21	29	29	18	25	33	26	28	27	24	28	28	22	29
Social housing having strict eligibility rules so that people convicted of anti-social behaviour in the past could not live there	26	27	23	21	62	31	28	26	31	28	26	23	29	8	17	32	36	28	25
Social housing being of a very good quality	25	22	27	35	29	23	26	28	28	18	29	23	28	21	12	31	34	23	27
Having the opportunity to buy the house in stages (as opposed to taking out a whole mortgage)	17	5	14	30	5	7	12	26	13	22	16	13	20	6	36	12	7	19	15
Social housing being part of a new development with good transport links and local jobs	13	0	17	13	5	0	14	11	8	10	14	20	6	30	16	9	8	15	12
Having the opportunity to buy the house	12	6	12	37	6	6	10	22	11	8	13	7	17	3	20	16	3	15	11
Nothing would improve my housing situation	6	14	6	4	4	10	5	9	1	5	2	9	4	2	4	8	8	6	6
Something else	3	6	2	0	0	2	3	4	12	5	4	3	3	0	3	4	3	1	4
Don't know	10	25	9	0	5	23	8	0	7	15	9	11	9	32	7	10	5	13	9

In your view, how, if at all, has social housing changed over your lifetime?

It has worsened	37	32	42	31	52	35	41	38	37	33	41	39	35	23	25	41	47	37	37
It has improved	20	23	20	27	18	21	21	21	22	18	20	21	19	12	20	22	20	20	19
Social housing has not changed over my lifetime it has always been bad	10	11	9	14	10	12	9	9	10	10	10	9	10	11	10	9	9	10	8
Social housing has not changed over my lifetime it has always been good	4	2	5	3	3	3	5	2	3	3	5	3	5	3	3	3	4	3	5
Don't know	30	32	24	25	18	28	24	30	29	36	24	28	32	51	40	24	19	30	31

In general, to what extent would you support or oppose more social housing being built in the UK?

Strongly support	25	12	39	23	24	12	36	29	18	19	38	28	23	16	20	28	31	21	31
Tend to support	32	28	33	45	26	30	34	39	30	35	34	31	33	30	31	33	31	35	27
TOTAL SUPPORT	57	40	72	68	50	42	70	68	48	54	72	59	56	46	51	61	62	56	58
Neither support nor oppose	22	29	18	20	24	28	19	17	24	26	17	22	22	27	21	21	22	24	19
Tend to oppose	10	17	4	4	12	16	5	7	14	11	5	8	11	7	13	8	9	10	9
Strongly oppose	5	7	2	2	11	8	3	4	8	4	3	5	5	3	7	5	4	5	5
TOTAL OPPOSE	15	24	6	6	23	24	8	11	22	15	8	13	16	10	20	13	13	15	14
Don't know	6	6	4	6	3	6	4	4	5	6	4	7	6	17	9	5	2	5	8

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Region					Housing				Urban/ Rural			
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Owners	Private Renters	Social Renters	Other	Urban	Town and Fringe	Rural
Weighted Sample	2149	275	698	460	529	187	1333	345	280	190	1303	148	175
Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

You mentioned that you currently live in social housing...
Which, if any, of the following would most improve your housing situation?
(Please select up to three.)

[Only asked to respondents who rent their house from their local authority or from a housing association; n=239]

Being guaranteed low rent and the right to live in the same house for life	46	36	53	55	42	38	0	0	46	0	43	74	45
Social housing being prioritised for local people	27	23	37	26	17	28	0	0	27	0	29	11	23
Social housing looking no different to private housing	27	30	15	23	47	20	0	0	27	0	27	39	10
Social housing having strict eligibility rules so that people convicted of anti-social behaviour in the past could not live there	26	30	22	27	29	26	0	0	26	0	26	4	25
Social housing being of a very good quality	25	22	16	27	34	34	0	0	25	0	24	34	29
Having the opportunity to buy the house in stages (as opposed to taking out a whole mortgage)	17	9	20	20	13	20	0	0	17	0	8	25	36
Social housing being part of a new development with good transport links and local jobs	13	15	9	19	3	29	0	0	13	0	11	25	9
Having the opportunity to buy the house	12	15	5	17	17	8	0	0	12	0	8	29	12
Nothing would improve my housing situation	6	8	4	4	7	13	0	0	6	0	9	6	0
Something else	3	0	7	3	2	0	0	0	3	0	4	11	0
Don't know	10	19	19	3	3	6	0	0	10	0	13	0	0

In your view, how, if at all, has social housing changed over your lifetime?

It has worsened	37	30	37	41	38	28	40	34	38	18	38	44	36
It has improved	20	18	21	20	20	21	20	17	23	17	20	16	25
Social housing has not changed over my lifetime it has always been bad	10	10	8	11	9	13	10	10	8	7	8	12	11
Social housing has not changed over my lifetime it has always been good	4	4	3	5	3	4	3	2	10	4	4	2	3
Don't know	30	37	31	23	30	35	28	36	20	53	31	26	25

In general, to what extent would you support or oppose more social housing being built in the UK?

Strongly support	25	25	22	26	28	31	21	28	50	17	26	23	18
Tend to support	32	32	33	30	30	38	33	34	27	27	30	31	36
TOTAL SUPPORT	57	57	55	56	58	69	54	62	77	44	56	54	54
Neither support nor oppose	22	21	21	21	25	16	25	15	13	23	23	27	22
Tend to oppose	10	8	12	11	7	7	11	10	4	6	9	10	14
Strongly oppose	5	5	6	5	4	1	6	4	1	6	5	6	6
TOTAL OPPOSE	15	13	18	16	11	8	17	14	5	12	14	16	20
Don't know	6	9	6	7	6	6	4	8	4	21	7	3	4

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And to what extent would you support or oppose new social housing being built in your area?

Strongly support	19	8	29	20	16	8	28	22	14	14	28	21	18	15	14	21	23	14	26
Tend to support	25	20	29	35	18	22	27	31	22	27	28	24	26	22	23	28	25	27	22
TOTAL SUPPORT	44	28	58	55	34	30	55	53	36	41	56	45	44	37	37	49	48	41	48
Neither support nor oppose	23	24	24	21	27	23	26	19	23	24	23	24	22	27	21	22	24	24	21
Tend to oppose	15	25	9	16	13	23	9	15	19	18	11	14	17	18	19	13	15	18	12
Strongly oppose	12	19	6	7	23	20	8	9	19	11	7	12	12	6	15	11	13	13	12
TOTAL OPPOSE	27	44	15	23	36	43	17	24	38	29	18	26	29	24	34	24	28	31	24
Don't know	5	4	3	2	2	5	2	3	4	6	3	5	5	13	8	5	1	4	7

Which two or three, if any, of the following would make you more likely to support new social housing being built in your area? (Please select three.)

Strict rules for tenants to keep the property and surrounding areas clean	38	40	40	33	43	38	40	40	39	35	41	35	41	25	31	42	46	38	38
Social housing being prioritised for people from the local area	38	38	41	30	55	40	42	37	42	32	41	39	37	24	28	43	48	38	40
Strict eligibility criteria to keep out too many people with criminal convictions	30	33	27	31	36	32	30	28	33	28	30	26	34	26	35	28	31	30	31
Social housing being designed in a way that fitted with the characteristics of the local area	25	23	29	32	19	22	25	33	25	27	26	25	25	19	23	24	30	28	20
Social housing being prioritised for young people who do not own a home	22	18	24	30	16	19	21	27	20	24	23	24	20	30	20	20	23	22	22
The social housing development being small in scale	19	21	19	23	23	22	18	23	22	17	19	18	19	9	15	20	26	22	15
A guarantee of increased investment in local public services and infrastructure to meet increased demand	15	11	19	19	14	12	17	20	13	15	20	17	14	15	15	17	14	17	13
Strict eligibility criteria to keep out too many unemployed people	13	18	10	10	11	17	9	11	13	14	11	12	14	18	18	12	8	13	12
Periodic reviews of tenants to evict those who can afford to access private housing	12	16	9	11	9	15	7	14	14	11	10	10	14	12	10	10	15	13	11
A pledge to create new green spaces and improve the natural environment in the local areas as well alongside the new social housing	12	7	14	16	6	8	11	17	9	14	15	10	13	16	10	13	10	11	13
None of the above I would not support new social housing being built in my local area under any circumstances	8	12	4	6	12	12	5	6	11	7	5	8	8	5	9	8	9	9	6
Something else	1	1	1	2	2	2	1	1	2	1	1	1	2	0	1	2	1	1	1
Don't know	8	6	9	2	3	6	10	4	6	9	6	9	7	18	13	6	2	5	12

Would you say that there are or are not any problems with housing in Britain today?

There are major problems with housing in Britain today	52	38	60	51	61	42	59	58	47	47	60	49	54	48	49	50	58	48	57
There are some problems with housing in Britain today	41	56	35	40	32	52	34	36	46	43	36	42	39	40	41	42	39	46	34
There are no problems with housing in Britain today	2	1	1	4	3	1	1	2	2	2	1	2	1	2	2	2	0	2	1
Don't know	6	5	5	6	3	5	6	5	6	8	4	7	6	10	8	6	3	4	8

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Region					Housing				Urban/ Rural			
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Weighted Sample	2149	275	698	460	529	187	1333	345	280	190	1303	148	175
Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

And to what extent would you support or oppose new social housing being built in your area?

Strongly support	19	17	18	18	22	25	14	25	41	11	20	19	15
Tend to support	25	25	23	24	26	31	24	27	29	22	24	24	23
TOTAL SUPPORT	44	42	41	42	48	56	38	52	70	33	44	43	38
Neither support nor oppose	23	27	21	22	25	21	24	21	22	21	23	24	23
Tend to oppose	15	16	19	17	11	12	18	12	2	24	15	13	19
Strongly oppose	12	8	14	15	12	7	16	6	3	12	11	16	18
TOTAL OPPOSE	27	24	33	32	23	19	34	18	5	36	26	29	37
Don't know	5	7	6	5	5	3	4	10	2	10	7	3	2

Which two or three, if any, of the following would make you more likely to support new social housing being built in your area? (Please select three.)

Strict rules for tenants to keep the property and surrounding areas clean	38	32	37	43	39	38	40	36	36	29	40	37	32
Social housing being prioritised for people from the local area	38	28	38	42	40	42	40	37	44	24	37	43	49
Strict eligibility criteria to keep out too many people with criminal convictions	30	27	28	35	33	25	30	37	25	27	30	34	30
Social housing being designed in a way that fitted with the characteristics of the local area	25	26	23	25	24	31	26	22	20	28	25	24	26
Social housing being prioritised for young people who do not own a home	22	28	22	18	20	23	19	29	22	28	20	23	22
The social housing development being small in scale	19	17	21	17	20	17	23	14	12	12	19	15	32
A guarantee of increased investment in local public services and infrastructure to meet increased demand	15	17	16	13	14	22	14	15	21	15	16	20	13
Strict eligibility criteria to keep out too many unemployed people	13	14	14	11	15	11	13	16	10	15	14	10	12
Periodic reviews of tenants to evict those who can afford to access private housing	12	18	13	9	11	7	12	17	4	11	13	10	11
A pledge to create new green spaces and improve the natural environment in the local areas as well alongside the new social housing	12	11	11	14	11	16	10	17	16	11	12	15	6
None of the above I would not support new social housing being built in my local area under any circumstances	8	7	9	10	7	5	10	4	4	7	8	11	11
Something else	1	1	1	2	2	2	1	1	3	1	1	2	1
Don't know	8	12	10	6	6	7	7	10	8	15	8	6	2

Would you say that there are or are not any problems with housing in Britain today?

There are major problems with housing in Britain today	52	54	51	50	50	59	49	56	60	48	50	53	47
There are some problems with housing in Britain today	41	36	40	44	43	34	44	36	33	38	42	39	48
There are no problems with housing in Britain today	2	3	2	0	2	0	1	1	3	1	1	1	1
Don't know	6	6	7	6	4	6	5	7	3	13	6	7	3

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said there were problems with housing in Britain today... Which, if any, of the below do you think are the biggest problems with housing in Britain today (please choose up to THREE)?

[Only asked to respondents who said that there were problems with housing in Britain today; n=2005]

Too much lending from banks	46	52	36	27	78	56	41	31	55	43	37	44	47	31	41	46	54	40	53
Too much regulation (e.g. making it too expensive to build houses or rent out their properties)	40	25	53	47	33	25	52	50	32	35	50	43	36	27	31	45	46	37	43
Immigration	35	27	43	32	41	29	40	41	28	39	42	32	39	29	36	37	36	35	37
Not restrictive enough planning laws (e.g. allowing landowners to sit on vacant land)	33	39	29	39	35	39	30	36	39	31	30	29	38	26	25	33	44	35	31
Not enough social housing being built	20	21	22	19	16	20	20	20	19	18	22	20	19	24	20	18	21	20	20
Not enough lending from banks	16	12	18	18	16	13	15	15	12	19	18	15	17	18	23	15	10	15	17
Not enough regulation in the private rented sector (e.g. lack of rent controls)	15	20	15	23	8	16	13	21	16	14	17	20	10	17	15	11	19	17	12
Too restrictive planning laws (e.g. not allowing building on greenfield sites)	13	14	11	16	11	14	12	13	15	13	11	12	13	10	13	14	12	13	12
Not enough private housing being built	9	10	8	6	8	8	8	7	10	10	6	10	8	16	9	9	6	9	9
Increased demand for housing from family breakups, people living longer and marrying later	8	10	7	9	10	10	7	8	11	5	7	9	7	8	5	7	11	9	6
Poor quality housing	8	7	7	10	7	9	8	11	6	4	6	8	8	8	9	9	6	9	6
Regions without enough jobs so low demand for housing	5	5	6	4	5	6	5	5	3	3	1	6	4	7	5	5	5	6	4
Something else [for all open responses please see Tab1]	3	3	3	1	0	3	2	2	9	8	7	2	4	7	4	2	1	3	3
Don't know	2	2	1	3	3	2	1	2	2	3	3	2	2	3	2	2	1	2	2

You said there were problems with housing in Britain today... Do you think the government can or cannot do anything to help solve these problems?

[Only asked to respondents who said that there were problems with housing in Britain today; n=2005]

The government can do something to help solve these problems	87	82	91	90	88	82	92	91	84	87	91	88	86	78	88	89	87	88	85
The government cannot do anything to help solve these problems	5	7	4	5	8	7	4	4	7	7	3	7	4	10	3	5	5	5	6
Don't know	8	11	4	5	4	11	4	6	9	6	6	6	10	13	9	6	8	7	9

Which statement about the private rented sector comes closest to your view?

The private rented sector is functioning well and should be left as it is	16	25	10	20	20	24	11	14	23	15	11	17	15	13	17	16	16	18	13
The private rented sector is not providing a stable, affordable option for many and the government should look to <u>regulate it more</u> to protect renters	53	43	66	53	54	46	61	61	44	53	65	52	53	50	49	54	56	53	53
The private rented sector is not providing a stable, affordable option for many and the government should <u>reduce regulation</u> to help property owners	10	13	7	4	10	12	8	6	13	9	8	11	9	8	11	9	10	10	10
Don't know	21	19	17	24	17	18	20	19	20	23	16	20	23	29	22	21	18	19	24

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Region					Housing				Urban/ Rural			
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Owners	Private Renters	Social Renters	Other	Urban	Town and Fringe	Rural
Weighted Sample	2149	275	698	460	529	187	1333	345	280	190	1303	148	175
Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

You said there were problems with housing in Britain today... Which, if any, of the below do you think are the biggest problems with housing in Britain today (please choose up to THREE)?

[Only asked to respondents who said that there were problems with housing in Britain today; n=2005]

Too much lending from banks	46	45	47	52	44	29	47	37	54	34	47	46	47
Too much regulation (e.g. making it too expensive to build houses or rent out their properties)	40	38	36	37	44	50	37	38	62	32	41	42	35
Immigration	35	36	37	34	33	40	35	41	39	25	35	34	26
Not restrictive enough planning laws (e.g. allowing landowners to sit on vacant land)	33	26	37	33	33	35	37	25	22	42	33	48	41
Not enough social housing being built	20	16	19	22	20	24	21	26	11	15	18	20	20
Not enough lending from banks	16	18	15	17	15	18	14	20	22	16	16	14	10
Not enough regulation in the private rented sector (e.g. lack of rent controls)	15	21	16	13	15	10	16	19	7	12	16	14	13
Too restrictive planning laws (e.g. not allowing building on greenfield sites)	13	11	13	12	15	8	14	12	6	15	13	14	16
Not enough private housing being built	9	10	10	8	7	9	8	11	7	13	7	7	9
Increased demand for housing from family breakups, people living longer and marrying later	8	7	9	9	8	5	9	8	2	5	8	10	11
Poor quality housing	8	9	8	6	8	9	8	9	7	10	8	8	11
Regions without enough jobs so low demand for housing	5	7	5	5	3	9	6	5	4	6	5	3	3
Something else [for all open responses please see Tab1]	3	4	3	2	3	3	2	5	2	5	3	2	3
Don't know	2	2	2	2	2	2	2	3	1	1	2	1	2

You said there were problems with housing in Britain today... Do you think the government can or cannot do anything to help solve these problems?

[Only asked to respondents who said that there were problems with housing in Britain today; n=2005]

The government can do something to help solve these problems	87	84	89	83	87	89	87	87	88	82	86	86	87
The government cannot do anything to help solve these problems	5	5	4	9	4	3	5	5	4	6	5	4	8
Don't know	8	12	6	7	9	8	8	8	8	12	9	10	5

Which statement about the private rented sector comes closest to your view?

The private rented sector is functioning well and should be left as it is	16	16	17	17	16	11	17	21	8	11	15	12	24
The private rented sector is not providing a stable, affordable option for many and the government should look to <u>regulate it more</u> to protect renters	53	53	50	54	54	60	51	59	59	44	53	60	43
The private rented sector is not providing a stable, affordable option for many and the government should <u>reduce regulation</u> to help property owners	10	8	10	11	9	10	10	7	12	10	10	7	11
Don't know	21	23	24	18	20	19	21	14	21	36	22	22	23

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Voting intention					2010 Vote			Would Consider Labour			Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	No	Maybe	Yes	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	2149	571	622	167	192	651	530	434	774	476	766	1042	1107	256	544	735	615	1225	924
Unweighted Sample	2149	527	610	136	247	643	523	470	832	432	769	1019	1130	122	511	858	658	1411	738
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think people living in social housing in the UK are or are not stigmatised for living there?

Are stigmatised for living there	52	53	54	57	46	50	49	62	50	48	57	51	52	64	56	50	45	56	47
Are not stigmatised for living there	28	30	26	28	35	30	31	25	31	30	25	28	27	9	21	31	38	26	30
Don't know	21	17	20	15	19	20	20	13	19	22	18	20	21	27	23	19	18	18	23

Do you think that something can be done to address the stigmatisation of those living in social housing?

[Only asked to respondents who think people living in social housing are stigmatised for living there; n=1133]

Yes something can be done to address negative perceptions of people living in social housing	51	38	62	57	39	36	60	58	39	51	59	54	47	56	54	49	46	51	50
No I don't think anything can be done as people living in social housing will always be stigmatised	40	54	32	28	52	54	33	33	52	36	33	37	43	36	35	41	47	39	42
Don't know	9	8	6	15	9	10	7	9	9	12	8	9	10	8	11	10	8	10	9

What do you think the best way would be for government to reduce the stigma attached to social housing?

[Only asked to respondents who think people living in social housing are stigmatised for living there; n=1133]

Reduce visible difference between social and private housing	26	25	27	37	20	22	26	29	18	40	26	29	24	26	25	29	23	26	27
Build more social housing so that a wider range of people can access it (including households with levels of income high	17	14	17	22	12	13	19	23	13	21	19	21	14	18	18	17	17	20	14
Abolish social housing and provide government support for people who struggle to pay rent in the private sector	7	9	5	3	10	9	7	2	8	7	7	7	7	5	9	6	7	6	8
Crack down on unbalanced media portrayals of people in social housing forcing front page or televised apologies	20	8	33	16	12	10	30	23	12	12	31	18	22	32	15	18	20	17	25
Something else	5	7	2	7	12	7	2	6	9	4	2	4	7	4	7	6	5	5	7
Not applicable, I do not think government can reduce stigma attached to social housing	18	29	11	10	32	30	11	13	33	11	11	17	19	11	16	18	25	21	14
Don't know	6	8	4	5	2	8	5	3	7	6	4	4	8	5	10	5	5	6	6

Sample Size: 2149 GB Adults
Fieldwork: 18th - 19th February 2014

	Region					Housing				Urban/ Rural			
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Owners	Private Renters	Social Renters	Other	Urban	Town and Fringe	Rural
Weighted Sample	2149	275	698	460	529	187	1333	345	280	190	1303	148	175
Unweighted Sample	2149	306	708	441	481	213	1466	301	239	143	1327	161	199
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think people living in social housing in the UK are or are not stigmatised for living there?

Are stigmatised for living there	52	50	55	50	50	48	50	61	45	59	52	49	46
Are not stigmatised for living there	28	22	25	30	29	36	31	15	34	19	27	32	33
Don't know	21	27	20	19	20	16	19	25	20	22	20	19	20

Do you think that something can be done to address the stigmatisation of those living in social housing?

[Only asked to respondents who think people living in social housing are stigmatised for living there; n=1133]

Yes something can be done to address negative perceptions of people living in social housing	51	51	46	52	56	49	46	57	62	51	48	59	36
No I don't think anything can be done as people living in social housing will always be stigmatised	40	41	44	39	35	44	45	34	33	33	41	34	56
Don't know	9	7	10	9	10	7	9	9	4	17	11	7	9

What do you think the best way would be for government to reduce the stigma attached to social housing?

[Only asked to respondents who think people living in social housing are stigmatised for living there; n=1133]

Reduce visible difference between social and private housing	26	29	25	28	26	21	23	29	31	31	26	26	15
Build more social housing so that a wider range of people can access it (including households with levels of income high	17	23	16	14	17	23	18	19	17	9	18	9	14
Abolish social housing and provide government support for people who struggle to pay rent in the private sector	7	7	7	8	6	9	8	6	7	4	6	4	14
Crack down on unbalanced media portrayals of people in social housing forcing front page or televised apologies	20	14	20	18	24	26	15	29	28	23	20	20	19
Something else	5	6	6	3	8	4	7	4	3	3	5	6	11
Not applicable, I do not think government can reduce stigma attached to social housing	18	16	21	25	12	11	23	9	12	15	19	30	22
Don't know	6	5	6	5	8	7	6	4	1	16	7	5	6